

## Amendments to the Claims

1. (Currently amended) A method of managing message-presentation in a subscriber station, the method comprising:

sending to the subscriber station, via a communications network, a message and a time-based schedule for presentation of the message, whereby the subscriber station responsively presents the message according to the time-based schedule,

wherein the schedule includes a start-time value that indicates when to start presentation of the message.

2. (Original) The method of claim 1, wherein the message comprises an advertisement.

3. (Currently amended) A method of managing message-presentation in a subscriber station, the method comprising:

sending to the subscriber station, via a communications network, a message and a schedule for presentation of the message, whereby the subscriber station stores the message and the schedule and is programmed to present the message according to the schedule; and

thereafter sending to the subscriber station, via the communications network, a schedule-change order defining a change to the schedule for presentation of the message,

wherein the schedule includes a start-time value that indicates when to start presentation of the message.

4. (Original) The method of claim 3, wherein the message comprises an advertisement.

5. (Original) The method of claim 3, wherein the change to the schedule comprises cancellation of the schedule.

6. (Original) The method of claim 5, further comprising the subscriber station responding to the schedule-change order by deleting the schedule.

7. (Original) The method of claim 3, wherein the schedule-change order includes a substitute-schedule, and wherein the change to the schedule comprises replacement of the schedule with the substitute-schedule.

8. (Original) The method of claim 7, further comprising the subscriber station responding to the schedule-change order by deleting the schedule and storing the substitute-schedule, whereby the subscriber station is then programmed to present the message according to the substitute-schedule.

9. (Original) The method of claim 7, wherein the schedule-change order comprises (i) a cancellation-order defining an instruction to cancel the schedule and (ii) and a schedule-order defining the substitute-schedule.

10. (Original) The method of claim 9, further comprising:

the subscriber station responding to the cancellation-order by deleting the schedule; and  
the subscriber station responding to the schedule-order by storing the substitute-schedule,  
whereby the subscriber station is then programmed to present the message according to the  
substitute schedule.

11. (Original) The method of claim 3, wherein the schedule defines a scheduling  
parameter, and the change to the schedule comprises a change to the scheduling parameter.

12. (Original) The method of claim 11, wherein the scheduling parameter  
comprises a date/time for presentation of the message.

13. (Original) The method of claim 11, wherein the scheduling parameter  
comprises a date/time to start presentation of the message.

14. (Original) The method of claim 11, wherein the scheduling parameter  
comprises a date/time to stop presentation of the message.

15. (Original) The method of claim 11, wherein the scheduling parameter  
comprises a duration for presentation of the message.

16. (Original) The method of claim 11, wherein the scheduling parameter  
comprises a number of times to present the message.

17. (Original) The method of claim 11, wherein the scheduling parameter comprises a frequency of presentation of the message.

18. (Original) The method of claim 3, wherein the communications network comprises an air interface communicatively coupling the subscriber station with a base station.

19. (Original) The method of claim 3, further comprising:  
sending to the subscriber station, via the communications network, a reporting request defining a request for data concerning presentation of at least one message; and  
receiving from the subscriber station a report defining data concerning presentation of at least one message.

20. (Original) The method of claim 19, wherein the reporting request defines a network address to which the subscriber station should send the report, and wherein receiving the report comprises receiving the report at the network address.

21. (Currently amended) A method for managing message-presentation in a subscriber station, the method comprising:

receiving into the subscriber station, from a communications network, a message and a schedule for presentation of the message;

storing the message and schedule in the subscriber station, wherein the subscriber station becomes programmed to present the message according to the schedule;

thereafter receiving into the subscriber station, from a communications network, a schedule-change order defining a change to the schedule for presentation of the message; and  
the subscriber station implementing the change and thereby becoming programmed to present the message according to a modified schedule,  
wherein the schedule includes a start-time value that indicates when to start presentation of the message.

22. (Original) The method of claim 21, wherein the schedule-change order comprises (i) a cancellation-order defining an instruction to cancel the schedule and (ii) and a schedule-order defining the modified schedule.

23. (Original) The method of claim 22, wherein implementing the change comprises:  
deleting the schedule; and  
storing the modified schedule.

24. (Original) The method of claim 21, further comprising:  
maintaining message-presentation statistics in the subscriber station;  
receiving into the subscriber station a request for the message-presentation statistics; and  
the subscriber station transmitting the message-presentation statistics to a remote entity.

25. (Original) The method of claim 24, wherein the request defines a network address of the remote entity.

26. (Original) The method of claim 21, wherein the message comprises an advertisement.

27. (Currently amended) A subscriber station comprising:

- a processor;
- a data storage medium;
- a communications interface;
- a message stored in the data storage medium;
- a message-presentation schedule stored in the data storage medium and defining a schedule for presentation of the message;
- a presentation-program stored in the data storage medium and executable by the processor to present the message according to the schedule for presentation of the message; and
- a management-program stored in the data storage medium and executable by the processor, upon receipt of a schedule-change order via the communications interface, to alter the message-presentation schedule,

wherein the schedule includes a start-time value that indicates when to start presentation of the message.

28. (Original) The subscriber station of claim 27, further comprising:

- message-presentation statistics stored in the data storage medium; and

a reporting-program stored in the data storage medium and executable by the processor, upon receipt of a reporting-request via the communications interface, to send the message-presentation statistics to a remote network entity via the communications interface.

29. (Original) The subscriber station of claim 27, wherein the schedule-change order comprises (i) a cancel-order defining an instruction to cancel the schedule for presentation of the message and (ii) a schedule-order defining a substitute-schedule for presentation of the message, and wherein:

the management-program is executable by the processor, in response to the cancel-order, to cancel the schedule for presentation of the message; and

the management-program is executable by the processor, in response to the schedule-order, to store the substitute-schedule in the data storage medium.